

CLAIMS

What is claimed is:

- 1 1. A method for collecting data to forecast sales in a supply chain, comprising:
 - 2 a) receiving data from a plurality of stores of a supply chain utilizing a network, the
 - 3 data relating to an amount of goods sold by the stores;
 - 4 b) collecting information relating to a plurality of variables selected from the group
 - 5 consisting of: weather, competitor activity, a marketing calendar, cyclical sales,
 - 6 historical performance of products and elements of marketing support;
 - 7 c) processing the data based on the information relating to the variables; and
 - 8 d) generating a forecast of sales based on the processing.
- 1 2. The method of claim 1, wherein the variables include each of weather, competitor
- 2 activity, and a marketing calendar.
- 1 3. The method of claim 1, wherein the information relating to the weather includes
- 2 weather forecast.
- 1 4. The method of claim 1, wherein the information relating to the competitor activity
- 2 includes a forecast of a promotion of a competitor.
- 1 5. The method of claim 1, wherein the information relating to the marketing
- 2 calendar includes a forecast of a promotion of the stores.
- 1 6. The method of claim 1, wherein the network includes the Internet.
- 1 7. A system for collecting data to forecast sales in a supply chain, comprising:
 - 2 a) logic for receiving data from a plurality of stores of a supply chain utilizing a
 - 3 network, the data relating to an amount of goods sold by the stores;

- 4 b) logic for collecting information relating to a plurality of variables selected from
- 5 the group consisting of: weather, competitor activity, a marketing calendar,
- 6 cyclical sales, historical performance of products and elements of marketing
- 7 support;
- 8 c) logic for processing the data based on the information relating to the variables;
- 9 and
- 10 d) logic for generating a forecast of sales based on the processing.

1 8. The system of claim 7, wherein the variables include each of weather, competitor
2 activity, and a marketing calendar.

1 9. The system of claim 7, wherein the information relating to the weather includes
2 weather forecast.

1 10. The system of claim 7, wherein the information relating to the competitor activity
2 includes a forecast of a promotion of a competitor.

1 11. The system of claim 7, wherein the information relating to the marketing calendar
2 includes a forecast of a promotion of the stores.

1 12. The system of claim 7, wherein the network includes the Internet.

1 13. A computer program product for collecting data to forecast sales in a supply
2 chain, comprising:

3 a) computer code for receiving data from a plurality of stores of a supply chain
4 utilizing a network, the data relating to an amount of goods sold by the stores;

5 b) computer code for collecting information relating to a plurality of variables
6 selected from the group consisting of: weather, competitor activity, a marketing
7 calendar, cyclical sales, historical performance of products and elements of
8 marketing support;

- 9 c) computer code for processing the data based on the information relating to the
 - 10 variables; and
 - 11 d) computer code for generating a forecast of sales based on the processing.
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- 1 14. The computer program product of claim 13, wherein the variables include each of
 - 2 weather, competitor activity, and a marketing calendar.
 - 1 15. The computer program product of claim 13, wherein the information relating to
 - 2 the weather includes weather forecast.
 - 1 16. The computer program product of claim 13, wherein the information relating to
 - 2 the competitor activity includes a forecast of a promotion of a competitor.
 - 1 17. The computer program product of claim 13, wherein the information relating to
 - 2 the marketing calendar includes a forecast of a promotion of the stores.
 - 1 18. The computer program product of claim 13, wherein the network includes the
 - 2 Internet.